

Don Belisle, Sr.
 Owner of
 Recore Trading
 Company, L.L.C.

The More Things Change, The More They Change!

By Don Belisle, Sr.

With the price of both PT (platinum) and PD (palladium) being very strong lately, a lot of yards are deciding it is a good time to sell their converters. They are right! We are seeing many lots of

converters that yards have been sitting on for a while. These lots vary from cars scrapped last week to converters that have been held for much longer. Recently, a scrap



dealer called saying he had been holding on to a bunch of converters for over 15 years. This dealer wanted to sit down and discuss our process of metal recovery and be sure he was getting the most he could for his product. I explained that selling based on actual precious metal content and being paid for every gram of material was definitely the way to go. As it turned out, this dealer had about 3500 pieces, most of which were at least twenty to as much as thirty years old! I explained that his product would have significantly different chemical makeup than what typically is being sold by yards today. All converters contain platinum, palladium and rhodium however, back in the beginning of converter production, the primary metal being used was platinum. As the years went by, manufacturers gradually decreased the platinum in favor

of palladium. Palladium will have the same chemical reaction as platinum in gas powered engine; it just takes a different quantity of metal. Naturally the manufacturers wanted to build converters as economically as possible while still meeting emission standards. I knew that this dealer's converters were so old would make them rich in platinum.

Let me explain about the amount of precious metals contained with respect to the ceramic honeycomb material the exhaust gasses pass through. Metal quantity is so small that we don't use percentages (parts per hundred) we use ppm (parts per million). When you consider 1% is .01 and 1ppm is .000001 you can readily see that we are dealing with very small quantities of material. For this reason, if you want the best return, it is extremely important to sell based on quantity of metal contained rather than guestimate-based converter price lists.

We made an agreement to purchase and process the converters from the dealer. It just so happened that this lot of converters went through the milling/sampling/assay line right beside a lot we were processing for a yard that deals in very late model parts cars. This late model yard sells to us regularly, so I knew his material was from very late converters. When we compared the assays of the two dealers, you would think you were looking at assay results

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PRSR STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

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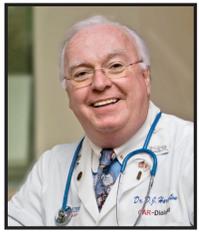
from two vastly different products. The late yard had some sub lots with palladium above 2800 ppm, and no results of any sub lots having platinum above 500 ppm, whereas the "old" material had sub lots with platinum in excess of 1000 ppm and no lots of palladium above 900 ppm! This really brought to light the big change that has occurred with converters over the past thirty years. Both loads had great value - just in very different ways.

The changes are certainly continuing to this day, just going a bit differently. We are always doing individual assays on new converters as they become available. As recently as a couple of years ago, we were seeing Japanese and other manufacturer's converters being produced with very high concentrations of palladium and very little platinum. We saw numbers like 4000+ ppm palladium and 400 ppm platinum. In the very newest converters we are getting our hands on, we are seeing less palladium than we saw in

recent years and no platinum. We started wondering how the manufacturers were meeting emission standards with such low loadings of precious metals. Converters on brand new cars had as little as one fifth the amount of palladium as converters built three years ago. How can this be? We realized that the manufacturers had installed as many as 5 converters on some cars. They were meeting emission requirements by installing multiple "low load" converters in sequence on the same car. So if you are dealing in very late model scrap, the individual converters may be worth less however you will have more of them to sell. The final numbers are not in yet but I feel the total converter value for each car will still be strong and increasing. After all, emission standards are only getting tougher worldwide.

And don't forget hybrids! Their converters are extremely precious metal rich!

Listening Is An Art Form



By **D.J. Harrington**

Have you ever played the Gossip game? If you have, you know that the message or statement from the first person to the last is supposed to be repeated accurately. Sometimes, the message being conveyed from person-to-person can be misconstrued along the chain, especially if it's not heard correctly. Certainly, if the person relaying it to the next person interjects their own spin! If that's the case, the message is completely different at the end than the beginning. Such was the case recently at my house.

It was 6:45am on a rainy day in Georgia when my wife answered the telephone. In a hurry to get to a doctor's appointment that morning, the voice on the other end asked for me by name but continued with, "He called to cancel his appointment because he has the flu. When do you want to reschedule it?" Or do you want to call back later?" It was assumed that the caller had us confused with another patient because we immediately began making return calls to the closed office not to cancel my appointment because I did not call to say I had the flu. Without backing down, we made our arduous

trek through the Atlanta traffic and arrived with 15 minutes to spare.

To our surprise and dismay at the doctor's office, we were caught off-guard when informed that the Doctor wasn't in today because he had asked his office to cancel his appointments due to his flu. When the scheduler called that morning, what we heard the scheduler say was quite different than what the caller thought she said. The doctor's office was quite accommodating and allowed me to see another doctor. All of us laughed later at what happened.



Our lives are full of things that can put a wrench into our day, change our course, confuse or exasperate us. It's how we deal with those circumstances that make us better at what we do. To avoid having a gossip game conversation and a different outcome with one of your customers, here are some helpful hints so you can improve your listening skills.

Did you know that 68% of the people who change providers of service or product do so because they have been mishandled by someone in the company... more than likely on the telephone? I'm no different than your customers. With the mix-up when that doctor's office called us, I seriously thought about changing doctor offices before I even darkened their door for the first time. However, I knew that I needed to keep my appointment because this one was extremely hard to get scheduled. Obviously, we weren't on the same page as the caller.

First impressions and the entire mood or atmosphere of telephone conversations are usually set within the first 5-10 seconds of the conversation. That means that we don't

EXPERIENCE

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 28 years in the business. We have specialized in catalytic converters since the very beginning of cat recycling.



Keep Shooting the Gun



By Ron Sturgeon

The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to get the first article (or any of the others) in the series. Each takes a closer look at one of the tactics listed in that first article.

A competitor told me to keep shooting the gun when I had only been in business a few years. I wasn't the brightest, and I certainly didn't have any money. I had to keep up the pace! I was also the youngest and most inexperienced. Walter Williams, and old salvage friend and mentor said, "It's hard to stay ahead of you, Sturgeon; you work all the time and never stop shooting the gun."

That was 35 years ago, but what he said stuck with me. I respected my competitors, and knew hard work was the only way I was going to best the others. While they were in *Cancun* or fishing, I was reading a book on marketing or studying the most recent financials for opportunities to improve.

Not long ago, I was mentoring a young friend, and he asked me what was the single most important thing I could teach him as he starts the journey to success. I told him to read a book a month, and gave him three to read. He's



bright, and not lazy, but a year later, he hasn't finished the books. It's clear that his priorities are elsewhere.

Another article in this series speaks to having a sense of urgency, a related topic. My mentee will do ok, maybe even well. But he won't do *great*. He won't be an innovator or leader in his industry. And he won't be able to keep a mentor because he does not follow the easy steps that precede the valuable learning.

When I heard Walter tell me to keep shooting the gun, I had noticed that many of my competitors who had been in business a few years seemed to take a lot of time off. They were resting on their laurels. I was hungry.

Let me add a qualification here for those who don't want to be an over achiever. There's not a thing wrong with that. If your dream of success is a 2-year-old BMW, a nice brick home, a lovely wife and 3 well dressed and educated

kids, and never missing a soccer game, figure out what that means financially. When you get there, lay the gun down.

Unless a taste of success has made you want to have a little more.

Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he

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Listening Is An Art Form *Continued from Page 2*

have but seconds to make the right impression with any customer. My first impression of their office was they were incompetent. If we had asked the caller to repeat her initial statement, then we might have known the appropriate reason for her call. Unfortunately, we didn't ask her to say it again. When someone is happy with your goods or service, they may tell 3 other people. Unfortunately, if they're unhappy with your goods or service or how they were treated, they may not tell you, but chances are they'll tell 11 other people.

Here's another hint for improving listening skills. The caller asked my wife for ME. If she had insisted that she speak with ME instead of my wife, then maybe we would have gotten the right message, but I would have had to reschedule my appointment. Here's a percentage that should encourage you to speak with the right person every time. Only 23% of all calls made reach the right person at the time when he or she can converse.

Folks, listening is really an art form. It's also reciprocal with customers. First of all, we have to prepare to listen to our customers. Avoid any distractions and concentrate on the conversation at hand. Listen for customer's tone of

voice and ask needed or clarifying questions while limiting your talking. Above all, don't jump to conclusions without listening for facts and ideas first. Then react professionally, not personally, to their ideas or needs. As we get better at listening, the outcome of our conversations with customers will improve. We really have to get better at listening.

See you next time.

D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com.

EQUIPMENT

Recore Trading Company is the only catalytic converter buyer throughout the Northeast and beyond with a state-of-the-art in house precious metals lab, milling and sampling line and de-canning stations. We have the expertise to sort your cats into categories of similar precious metal content to maximize return. Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals you sold us. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



How to Move to the Next Level in Business and Practically Anything Else!

By Mike French



In many of the conferences I attend there are seminar titles about how to move to the next level such as, "How to move to the next level in parts sales", "...in car buying", "...in net profit", "...in digital marketing", just to name a few. . In fact, entire conferences have been dedicated to the "getting to the

next level" theme. But sadly, most conference attendees never do move ahead to the so called "next level". They seem to stay at the same level, no matter how many great conferences they attend.

While writing this, I attended a three-day business conference that featured three wildly successful businessmen who have each amassed huge fortunes in their respective business fields. The first speaker made his tremendous fortune working with multi-billion-dollar Fortune 500 companies, and he presented practical step-by-step instructions that he said, "anyone can put to work to achieve similar top success in their own business." He presented mountains of charts, graphs and detailed instructions as proof. There were so many slides and illustrations that I couldn't write them all down. I finally stopped writing and simply took photos of them.

The next speaker, who had made his millions in real estate, explained to us in great detail a plethora of transferable methods, concepts and how-to instructions that he promised, once applied that "anyone can immediately put to work to get exactly the same wonderful results that I have gotten!"

I stopped taking photos at this time, and only listened (sort of). The last speaker who had created his incredible fortune turning small companies into big ones, said to us, "anyone can flip companies like I do, here's how", and then like the two previous speakers proceeded to explain and illustrate how with a mountain of instructions.



I don't remember anything the third speaker said. There was so much information coming so fast and furiously, it was landing on deaf ears! Quite truthfully, I was completely brain dead by this time and could hardly stay awake! No matter how good and practical the information was, it sailed right past me and I wasn't receiving anything.

The Information overload problem

The problem was simple; I had information overload, which is a kind of a mental hernia and I could not process any more information at this point!

This happens often to people attending training conferences. They sit through seminar after seminar taking endless notes, but they aren't actually processing much of it for any long-lasting results and when they finally get back home, they go through a mental detox period, and soon are back to normal without demonstrating much change.

What to do? STOP taking notes!

Instead of taking notes, do these two simple things: First, listen ONLY for

those things that you will actually be able to immediately put to work once you get back home, and write down ONLY those things. I call them those "aha moments", where you say to yourself, "I can and should do that!" At the end of your conference, you won't have mountains of notes that you won't use anyway but instead you will have a practical "to do list" of things that you can immediately put to work in your business.

Second, record or buy the recorded sessions and take them home with you. Listen to them again in small sections. You will be able to retain more useful information this way.

My son-in-law, Jamie, who is a CEO of a very successful security company with many employees, takes it even further. He told me that he sends his staff to conferences a couple a times a year and tells them to ONLY bring back one good idea each that they can and will put to use at the company. I said, "Only one?", and he said, "Yes! ONLY ONE! Because applying one good idea by each employee does make a big difference." He said as soon as they get back from a conference he has them submit in writing that one idea they came back with along with how they plan to implement it.

The mental barrier problem

There is another big reason people don't move forward to achieve a higher level of success.

You are headed towards success, all lights are green and everything looks great, but suddenly without warning, you fail! As much as you hate to admit it, this scenario has happened to you more times than not. It's a familiar

PRECIOUS METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1,000's of cats in our lab and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary dramatically based on the precious metals content and on the PGM market when it was manufactured. Selling your catalytic converters as precious metals and getting paid based on the return of the precious metals is the only clear, transparent way to maximize your bottom line.



How to Move to the Next Level in Business... *Continued from Page 4*

pattern that continues to repeat itself every time you get close to success. You're frustrated. You don't know what happened. You don't understand why you can't reach the next level of success. But, the simple explanation is that you have hit a mental barrier that has stopped you dead in your tracks and prevented you from moving ahead beyond a certain level where you seem to be forever stuck.

I have a friend. I'll call him "Bob". I've seen him at many recycler conferences over the years. Bob attends lots of these conferences and takes pages and pages of notes. I enjoy visiting with Bob in the hallways between sessions because he's friendly, thoughtful, and enthusiastic. But truth is, nothing much changes with Bob, no matter how many conferences he attends. He never advances to the so called, "next level". Bob is one of those people who is "forever learning but never changing."

Why this happens

Some people may argue that people like Bob don't advance because they aren't intelligent enough, or they don't have what it takes. In some cases it may be true, but it certainly isn't true all the time. There are bright people who just don't advance. My friend Bob, for instance, is actually very smart and talented, but he seems to have a block installed in his brain, that continues to hold him back no matter how smart he is, how much talent he has, how many how-to instructional classes he takes, or how many opportunities come his way.

A mental barrier is like an engine governor in your head. Let me explain what I mean with the following story. During a summer vacation, I rented motor bikes to ride on the beach with my son, John. It was a lot of fun, but the bikes we rented were designed to go faster than we were able to get them to go. No matter how much we gave them gas, they would only go so fast. This was because the rental people had placed governors on the engines to control their top speed. In a similar way, a mental governor controls the top level you will achieve in whatever you do. A mental governor controls the way you think and is a permanent part of your subconscious mind. Try as you will, you cannot behave inconsistently with that mental governor.

The brain can stop an elephant!

Your mind has the power to control you in the same way an elephant can be constrained by a very weak leg shackle. A 6-ton elephant could very easily tear loose and escape, but it won't even try because it "believes" it can't escape! The elephant thinks like this because, when it was very young and small, a heavy chain was placed on its leg. It fought violently with all the strength it had at the time, but eventually gave up trying to escape. It never tried again no matter how big it eventually grew. Now, as a full-grown elephant, it can easily be controlled by even

the smallest chain.

The solution

Dr. Maxwell Maltz wrote a book many years ago titled "Psychocybernetics", in which he coined the phrase, "self-image". It's about the view we have of ourselves including our capabilities and limitations. His theory was that you could neither underperform nor overperform according to what you believed to be true. This idea is nothing new. The Bible, written thousands of years ago, puts it this way, "As a man thinks in his heart, so is he".

In recent years, further developments in neuropsychology have concluded that we have the power to change how we think and therefore change our lives. There is hope for people like Bob; but it takes some work to make a mental change. Old beliefs and ingrained negative thinking patterns don't give up easily. But it can be done.

Here are a few steps on how to reprogram your brain to get to "the next level"

1. Do a mental inventory and deal directly with any wrong thinking holding you back from going forward to the next level. Zig Ziglar, in his book, "See you at the top", said to "give yourself a checkup from the neck-up to keep you from stinking thinking and hardening of the attitude." When you discover something wrong in your thinking, write it down in the present tense as already corrected such as, "I am a strong leader."
2. Write down the success level you want to achieve in the present tense as though you already have it such as, "I am the top business manager in the company I work for."
3. Start each day by reading this list out loud to yourself.
4. Carry the list with you and read it to yourself several times daily.

After doing this exercise for a few days or weeks, depending on how ingrained your old negative thoughts are, your thinking should begin to change, and when you truly believe what you're telling yourself, you are in a position to move to "the next level".

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"We have the power to change how we think and therefore change our lives."

ROLL OFF CONTAINER AND PICK UP SERVICE

This service is available throughout the Northeast and beyond for all the automotive scrap Recore Trading purchases. We offer prompt, courteous service, immediate cash payment and our truck drivers are some of the best within the industry.



Upcoming ATRA of NH Meetings

ATRA of NH meeting plans for the remainder of the season are well underway.

We are planning our April meeting subject to be Things That Go Boom! Things you may (in all probability will, sooner or later) encounter that can explode and how to deal with them.

Our May 2 meeting we will be presented by Rob Rainwater, who is a great speaker with many ideas on how to pep up your \$ale\$. Many of us who have attended ARA and ARNE conventions have heard Rob several times and while many of these tub-thumpers do not impress me, I am impressed with Rob's down-to-earth style of offering practical and often inexpensive ideas you can use to motivate your staff, enhance your public image and increase sales. It has not been determined on what he will speak about and he has asked what we would like to hear about, so any ideas?

Meetings are held at the Backroom Restaurant, 245 Hooksett Rd., Manchester, NH. DIRECTIONS: Backroom Restaurant - 603-669-6890

FROM THE SOUTH:

Take I-93 North to exit 9S in Manchester, NH. Merge onto the Daniel Webster Highway, the Puritan Backroom will be located 1 mile on the left.

FROM THE NORTH:

Take I-93 South to exit 9S in Manchester, NH. Merge onto the Daniel Webster Highway, the Puritan Backroom will be located 1 mile on the left.

For those who have not attended our meetings at The Puritan, we will not be in the back room, but the front room. The entrance for our meeting is at the front of the building

adjacent to the walk-up ice cream windows. The cost of each buffet meal remains at \$30.00

We welcome potential members to any of our meetings, but must enforce the requirement they call or email to attend, so the restaurant or caterer can plan ahead. Please call or email Bruce with the number of seats to reserve by Tuesday AM before the Wednesday evening meeting. Call 603-796-6241 or email atraofnh@gmail.com.

Our June 6th meeting will be at The Ponderosa! Your Directors were discussing presenting a fire training class, including training on the use of fire extinguishers. It was deemed not advisable for us to set a car afire in the Puritan parking lot, so ATRA of NH Director Rick Belanger offered the use of his facility for this fire training class and Rick even offered to feed us!

Rick and his band of folks have been hosting antique truck club meetings, tractor pulls and other gatherings for years and they really know how to feed everyone. No one goes home hungry!

Rick's facility is located about a mile East of the Epsom, NH traffic circle, so this meeting will still be within a reasonable distance.

We hope to see everyone at our meetings for these most important training sessions. Remember, your employees are the greatest asset you have, so do yourself and them a favor by attending these training sessions your association is providing for you.

Bruce Crawford

Executive Administrator

Auto and Truck Recyclers Association of New Hampshire

Keep Shooting the Gun *Continued from Page 3*

opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the business news curve. Ron is the author of nine books, including *How to Salvage More Millions from Your Small Business*.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

COMMITMENT

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business. You work hard, so you & your family deserve to maximize your profit. You will get paid **MORE** at **RECORE!**



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Laughter is the Best Medicine

Snow Plow

A blonde driving a car became lost in a snowstorm.

She didn't panic however, because she remembered



what her dad had once told her. "If you ever get stuck in a snowstorm, just wait for a snow plow to come by and follow it."

Sure enough, pretty soon a snow plow came by, and she started to follow it.

She followed the plow for about forty-five minutes.

Finally, the driver of the truck got out and asked her what she was doing.

And she explained that her dad had told her if she ever got stuck in a snow storm, to follow a plow.

The driver nodded and said, "Well, I'm done

with the Wal-Mart parking lot, do you want to follow me over to Best Buy now?"

Stand by Your Man

This woman's husband had been slipping in and out of a coma for several months, yet she had stayed by his bedside every single day. One day, when he came to, he motioned for her to come nearer.

As she sat by him, he whispered, eyes full of tears, "You know what? You have been with me through all the bad times. When I got fired, you were there to support me. When my business failed, you were there. When I got shot, you were by my side. When we lost the house, you stayed right here. When my health started failing, you were still by my side... You know what?"

"What dear," she gently asked, smiling as her heart began to fill with warmth.

"It just occurred to me, I think you're bad luck....."

exposure?"

She says, "Why, officer?"

"Well, your breast is hanging out."

She looks down and says "OMIGOD, I left the baby on the bus!"

Bus Stop

In a crowded city at a busy bus stop, a beautiful young woman who was waiting for a bus was wearing a tight mini skirt.

As the bus stopped and it was her turn to get on, she became aware that her skirt was too tight to allow her leg to come up to the height of the first step of the bus.

Slightly embarrassed and with a quick smile to the bus driver, she reached behind her to unzip her skirt a little, thinking that this would give her enough slack to raise her leg. Again, she tried to make the step only to discover she still couldn't.

So, a little more embarrassed, she once again reached behind her to unzip her skirt a little more, and for the second time attempted the step, and, once again, much to her dismay, she could not raise her leg.

With a little smile to the driver, she again reached behind a third time to unzip a little more and again was unable to make the step.

About this time, a large Texan who was standing behind her picked her up easily by the waist and placed her gently on the step of the bus.

She went ballistic and turned to the would be Samaritan and yelled, "How dare you touch my body! I don't even know who you are!"

The Texan smiled and drawled, "Well, ma'am, normally I would agree with you, but after you unzipped my fly three times, I kinda figured we was friends!"



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Breast Feeding

A blonde woman is walking down the street, with her blouse open. A cop is approaching from about a block away, thinking, "Boy, my eyes must be going, it looks like that woman's right breast is hanging out."

As he gets closer it becomes apparent that her breast is hanging out. When he gets face to face with her he says, "Ma'am, are you aware I could cite you for indecent

PROUD MEMBERS OF:



WE WELCOME YOUR COMMENTS Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at sales@recoretrading.com.